From:	Rellen Hayes
To:	Tucker-Potter, Stacy
Subject:	RE: Truman Directory Project questions
Date:	Tuesday, July 09, 2019 8:29:07 AM
Attachments:	image001.png

Hi Stacy,

Hope your holiday weekend was fun and relaxing. Thanks so much for sending the marketing deliverables. Will you be sending the postcard logo shortly? Once I have the logo, I will send you proofs for the postcards for approval.

Best,

Rellen

Rellen Hayes
Publishing Concepts | Account Manager
Proud PCI Associate since 2014

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Back-to-Back Winner! For two years in a row PCI has been named the "#1 Best Place to Work" in the state of Texas (The Texas Association of Business and the publishers of *Texas Monthly*) and in Dallas-Fort Worth (*Dallas Morning News*). Research shows that a highly engaged workforce drives higher overall client satisfaction.

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From: Tucker-Potter, Stacy <stuckerpotter@truman.edu>
Sent: Wednesday, July 3, 2019 12:16 PM
To: Rellen Hayes <rhayes@publishingconcepts.com>
Subject: Truman Directory Project questions

Hello Rellen,

1. The signer on the directory contact information from Truman will be Dr. Hughes. He needs to be listed as Dr. Ernie T. Hughes. Title is Vice President for University Advancement. His signature is attached.

2. After having looked at the documents that PCI will be sending out, these are the necessary changes:

Postcard:

IMPORTANT ALUMNI VERIFICATION NOW DUE needs to be changed to VERIFY YOUR ALUMNI DATA NOW
YOUR ALUMNI VERIIFCATION EXTENSION needs to be changed to YOUR ALUMNI VERIFICATION DEADLINE

Email:
Subject line IMPORTANT ALUMNI VERIFICATION NOW DUE needs to be changed to IMPORTANT ALUMNI VERIFICATION NEEDED
Subject line YOUR ALUMNI VERIFICATION EXTENSTION needs to be changed to YOUR ALUMNI VERIFICATION DEADLINE

Our official style guide says that the name of the University be listed as Truman or Truman State University. Not TSU or Truman State. In all places, please list Truman State University as opposed to TSU in all places in all communications.

I will outline these in print and return the form. Should I scan and email, or should that be returned by fax?

3. How are unsubscribes received by you handled?

4. I need a copy of the script that will be used when people call in to verify their information.

5. Remind me, please, of our tentative timetable. We want to send a pre-communication email and want to plan accordingly.

Stacy Tucker-Potter ('02)
Director of Engagement | Truman State University
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(660) 785-7432

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